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ABSTRACT

Demographic data, opinions, and projections reported by freshmen entering the University of South Carolina (USC) during fall 1978 are reported. A questionnaire developed by the American Council on Education was administered to 80 percent of the entering class as part of a continuing national study. The data are divided into the categories of in-state, out-of-state, first-time students, full-time students, USC totals, university national norms, males, and females. Thirteen areas of information from the questionnaire are examined: age, racial background, average grade in high school, academic rank in high school, highest degree planned anywhere, reasons for going to college, probable major, current religious preference, political orientation, students' predictions of their future, residence planned during fall term, estimated parental income, and number of other colleges applied to for admission. A composite profile of USC entering freshmen and a report of how they compared to national freshmen in the fall 1978 term are included. (Author/SF)

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University Center  
for  
Undeclared Majors  
University of South Carolina  
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SUBJECT: Profile of USC Entering Freshmen  
Fall, 1978

RESEARCH NOTES NO. 36-79

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During the 1978 fall orientation, a questionnaire prepared by the American Council on Education (ACE) was administered to approximately 80% of the entering class at the University of South Carolina. This is a continuing national study sponsored by ACE's Cooperative Institutional Research Program, and conducted jointly with the University of California, Los Angeles.

The following study presents a comparative analysis of demographic data, opinions, and projections reported by entering freshmen at USC. The data is divided into the categories of in-state and out-of-state (first-time, full-time freshmen), USC totals, and university national norms. These four divisions are also broken down into male/female categories.

Thirteen areas of information were chosen from the questionnaire to be examined in this analysis.\* Each of these areas is presented in tables and is followed by comments to highlight the major comparisons. The specific areas were selected for the purpose of providing a composite profile of USC entering freshman and a report of how they compared to national freshmen in the fall, 1978 term.

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\*The thirteen areas of interest which were considered are:

1. Age by December 31, 1978
2. Racial background
3. Average grade in high school
4. Academic rank in high school
5. Highest degree planned anywhere
6. Reasons noted as very important in deciding to go to college
7. Probable major field of study
8. Current religious preference
9. Political orientation
10. "Students estimate chances are very good that they will . . ."
11. Residence planned during fall term
12. Estimated parental income
13. Number of other colleges applied to for admission this year

Table 1

A Comparison of Age of In-State and Out-of-State  
USC Freshmen and University National Norms

| Age by<br>December 31, 1978 | In-State |        |       | Out-of-State |        |       | Total USC |        |       | University National Norms |        |       |
|-----------------------------|----------|--------|-------|--------------|--------|-------|-----------|--------|-------|---------------------------|--------|-------|
|                             | Male     | Female | Total | Male         | Female | Total | Male      | Female | Total | Male                      | Female | Total |
| 16 or younger               | 0.0      | 0.1    | 0.1   | 0.0          | 0.4    | 0.2   | 0.0       | 0.2    | 0.1   | 0.1                       | 0.1    | 0.1   |
| 17                          | 3.0      | 8.3    | 5.7   | 2.2          | 7.4    | 4.6   | 2.7       | 8.4    | 5.6   | 3.0                       | 4.8    | 3.9   |
| 18                          | 75.6     | 76.3   | 76.0  | 80.9         | 79.8   | 80.4  | 76.9      | 76.9   | 76.9  | 78.4                      | 81.7   | 80.0  |
| 19                          | 19.8     | 13.8   | 16.7  | 13.7         | 10.7   | 12.3  | 18.1      | 13.0   | 15.5  | 16.9                      | 12.4   | 14.7  |
| 20                          | 1.1      | 0.2    | 0.7   | 1.4          | 0.4    | 1.0   | 1.4       | 0.4    | 0.9   | 0.9                       | 0.4    | 0.7   |
| 21                          | 0.3      | 0.5    | 0.4   | 0.4          | 0.4    | 0.4   | 0.3       | 0.4    | 0.4   | 0.2                       | 0.1    | 0.2   |
| 22                          | 0.0      | 0.1    | 0.1   | 0.4          | 0.0    | 0.2   | 0.1       | 0.1    | 0.1   | 0.2                       | 0.1    | 0.1   |
| 23-25                       | 0.3      | 0.1    | 0.2   | 1.1          | 0.8    | 1.0   | 0.5       | 0.3    | 0.4   | 0.2                       | 0.2    | 0.2   |
| 26-29                       | 0.0      | 0.0    | 0.0   | 0.0          | 0.0    | 0.0   | 0.0       | 0.0    | 0.0   | 0.1                       | 0.1    | 0.1   |
| 30 or older                 | 0.0      | 0.5    | 0.2   | 0.0          | 0.0    | 0.0   | 0.0       | 0.4    | 0.2   | 0.1                       | 0.1    | 0.1   |

1. USC freshmen were less likely to be 18 years old, and more likely to be 17 or 19 than was typical nationally. A particularly high percentage of female USC freshmen reported that they were 17 (8.4%) as compared to the national norm for females (4.8%).
2. USC out-of-state students were more likely to be 18, and less likely to be 17 or 19 as compared to USC in-state students.

Table 2

## A Comparison of Racial Background for USC Freshmen and National Norms

| Racial Background            | In-State |        |       | Out-of-State |        |       | Total USC |        |       | University National Norms |        |       |
|------------------------------|----------|--------|-------|--------------|--------|-------|-----------|--------|-------|---------------------------|--------|-------|
|                              | Male     | Female | Total | Male         | Female | Total | Male      | Female | Total | Male                      | Female | Total |
| White/Caucasian              | 88.2     | 81.5   | 84.7  | 96.8         | 90.2   | 93.7  | 90.2      | 83.3   | 86.7  | 92.0                      | 89.7   | 90.9  |
| Black/Negro                  | 10.6     | 18.0   | 14.4  | 1.4          | 8.2    | 4.6   | 8.3       | 15.7   | 12.0  | 5.3                       | 7.6    | 6.4   |
| American Indian              | 0.4      | 0.2    | 0.3   | 0.0          | 0.0    | 0.0   | 0.3       | 0.2    | 0.2   | 0.6                       | 0.5    | 0.6   |
| Oriental                     | 0.7      | 0.2    | 0.5   | 1.1          | 1.2    | 1.1   | 1.0       | 0.7    | 0.9   | 1.4                       | 1.2    | 1.3   |
| Mexican-American/<br>Chicano | 0.2      | 0.0    | 0.1   | 0.0          | 0.0    | 0.0   | 0.2       | 0.0    | 0.1   | 0.5                       | 0.6    | 0.6   |
| Puerto Rican/<br>American    | 0.1      | 0.1    | 0.1   | 0.4          | 0.0    | 0.2   | 0.3       | 0.1    | 0.2   | 0.5                       | 0.5    | 0.5   |
| Other                        | 0.2      | 0.5    | 0.4   | 1.1          | 0.4    | 0.8   | 0.5       | 0.4    | 0.5   | 1.5                       | 1.3    | 1.4   |

1. USC freshmen were less likely to describe themselves as "White/Caucasian" (86.7%) as compared to the national norm of 90.9%.
2. USC freshmen, as may be expected of a Southern university, are more likely to describe themselves as "Black/Negro" than is common nationally. In-state students were more likely to be black (14.4%) than were out-of-state students (4.6%).
3. Nationally, there was a greater tendency for black freshmen to be female. This trend is especially pronounced in the case of USC entering freshmen.
4. Other minorities are less attracted to USC than is typically nationally.

Table 3

A Comparison of Average Grade in High School  
for USC Freshmen and University National Norms

| Average Grade<br>in High School | In-State |        |       | Out-of-State |        |       | Total USC |        |       | University National Norms |        |       |
|---------------------------------|----------|--------|-------|--------------|--------|-------|-----------|--------|-------|---------------------------|--------|-------|
|                                 | Male     | Female | Total | Male         | Female | Total | Male      | Female | Total | Male                      | Female | Total |
| A or A+                         | 7.1      | 11.0   | 9.1   | 4.3          | 10.7   | 7.3   | 6.3       | 10.9   | 8.7   | 15.8                      | 20.9   | 18.3  |
| A-                              | 8.4      | 13.4   | 11.0  | 7.2          | 13.9   | 10.3  | 8.3       | 13.6   | 11.0  | 17.2                      | 21.4   | 19.3  |
| B+                              | 15.6     | 20.3   | 18.0  | 18.6         | 25.0   | 21.6  | 16.4      | 21.6   | 19.0  | 22.3                      | 24.3   | 23.3  |
| B                               | 25.8     | 27.6   | 26.8  | 26.9         | 26.6   | 26.8  | 26.3      | 27.3   | 26.8  | 22.7                      | 21.2   | 22.0  |
| B-                              | 16.1     | 12.6   | 14.3  | 21.1         | 14.8   | 18.2  | 17.2      | 13.0   | 15.1  | 11.2                      | 6.8    | 9.1   |
| C+                              | 18.1     | 10.1   | 13.9  | 12.5         | 6.6    | 9.8   | 16.5      | 9.1    | 12.8  | 7.4                       | 3.7    | 5.6   |
| C                               | 8.6      | 5.1    | 6.8   | 9.3          | 2.5    | 6.1   | 8.7       | 4.5    | 6.6   | 3.3                       | 1.7    | 2.5   |
| D                               | 0.3      | 0.0    | 0.1   | 0.0          | 0.0    | 0.0   | 0.2       | 0.0    | 0.1   | 0.1                       | 0.0    | 0.1   |

1. USC entering freshmen were less likely to report an average high school grade of B+ and above, and more likely to report an average grade of B or below as compared to university national norms.
2. Women in all categories (in-state, out-of-state, and national) were consistently more likely than males to report an average high school grade of B+ or higher.

Table 4

A Comparison of Academic Rank in High School  
of USC Incoming Freshmen and University National Norms

| Academic Rank<br>in High School | In-State |        |       | Out-of-State |        |       | Total USC |        |       | University National Norms |        |       |
|---------------------------------|----------|--------|-------|--------------|--------|-------|-----------|--------|-------|---------------------------|--------|-------|
|                                 | Male     | Female | Total | Male         | Female | Total | Male      | Female | Total | Male                      | Female | Total |
| Top quarter                     | 47.7     | 51.7   | 49.8  | 35.4         | 47.1   | 40.8  | 44.5      | 50.7   | 47.6  | 63.4                      | 69.9   | 66.5  |
| 2nd quarter                     | 37.2     | 36.7   | 36.9  | 44.0         | 35.8   | 40.2  | 38.9      | 36.6   | 37.7  | 27.3                      | 23.6   | 25.5  |
| 3rd quarter                     | 13.5     | 11.1   | 12.3  | 18.8         | 15.4   | 17.2  | 14.9      | 12.0   | 13.4  | 8.5                       | 6.1    | 7.3   |
| Lowest quarter                  | 1.6      | 0.5    | 1.0   | 1.8          | 1.7    | 1.7   | 1.7       | 0.7    | 1.2   | 0.8                       | 0.4    | 0.6   |

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1. USC freshmen were less likely to report that they were in the top quarter of their high school class, and more likely to report their rank as in the lower three quarters as compared with university national norms.
2. Freshmen from within the state were more likely to be in the top quarter, and less likely to be in the lower three quarters of their high school class than were those from out-of-state. This trend is particularly pronounced in the case of male freshmen.

Table 5

A Comparison of Highest Degree Planned Anywhere  
for USC Freshmen and University National Norms

| Highest Degree<br>Planned Anywhere | In-State |        |       | Out-of-State |        |       | Total USC |        |       | University National Norms |        |       |
|------------------------------------|----------|--------|-------|--------------|--------|-------|-----------|--------|-------|---------------------------|--------|-------|
|                                    | Male     | Female | Total | Male         | Female | Total | Male      | Female | Total | Male                      | Female | Total |
| None                               | 1.2      | 0.9    | 1.0   | 0.9          | 2.5    | 1.6   | 1.1       | 1.2    | 1.2   | 0.8                       | 0.8    | 0.8   |
| Associate<br>(A.A. or equivalent)  | 1.1      | 6.7    | 3.9   | 0.9          | 3.0    | 1.9   | 1.1       | 5.8    | 3.4   | 0.6                       | 1.2    | 0.9   |
| Bachelor's<br>(B.A., B.S.)         | 36.8     | 39.5   | 38.2  | 32.6         | 38.8   | 35.5  | 35.5      | 39.3   | 37.4  | 30.0                      | 37.1   | 33.4  |
| Master's<br>(M.A., M.S.)           | 31.0     | 31.8   | 31.4  | 40.1         | 29.9   | 35.3  | 33.4      | 31.3   | 32.4  | 32.0                      | 32.9   | 32.4  |
| Ph.D. or Ed.D.                     | 10.7     | 8.9    | 9.8   | 10.6         | 13.4   | 11.9  | 10.6      | 9.9    | 10.3  | 13.4                      | 11.0   | 12.3  |
| M.D., D.O., D.D.S.,<br>or D.V.M.   | 7.4      | 6.3    | 6.8   | 6.2          | 4.5    | 5.4   | 7.1       | 6.0    | 6.5   | 13.3                      | 9.7    | 11.6  |
| L.L.B. or J.D. (law)               | 9.1      | 4.4    | 6.7   | 8.4          | 5.5    | 7.0   | 9.0       | 4.7    | 6.8   | 8.2                       | 5.7    | 7.0   |
| B.D. or M.Div.<br>(divinity)       | 0.8      | 0.0    | 0.4   | 0.0          | 0.0    | 0.0   | 0.6       | 0.0    | 0.3   | 0.4                       | 0.1    | 0.3   |
| Other                              | 2.0      | 1.6    | 1.8   | 0.4          | 2.5    | 1.4   | 1.6       | 1.8    | 1.7   | 1.3                       | 1.3    | 1.3   |

1. Compared to the national norms, entering freshmen at USC had a greater tendency to report that a bachelor's or associate degree was the highest degree that they planned to pursue.
2. USC freshmen reported less frequently (6.5%) that they were planning an advanced degree in the medical field, as compared to the national norm of 11.6%.
3. Females consistently aspired to all degrees below the master's level more frequently than males. They aspired to degrees above the master's level less frequently than males, with the exception of the female Ph.D. or Ed.D. prospects from out of state.

Table 6

A Comparison of Reasons Noted as Very Important in Deciding to Go to College for USC Freshmen and University National Norms

| Reasons Noted as Very Important in Deciding to go to College | In-State |        |       | Out-of-State |        |       | Total USC |        |       | University National Norms |        |       |
|--------------------------------------------------------------|----------|--------|-------|--------------|--------|-------|-----------|--------|-------|---------------------------|--------|-------|
|                                                              | Male     | Female | Total | Male         | Female | Total | Male      | Female | Total | Male                      | Female | Total |
| Parents wanted me to go                                      | 31.4     | 38.0   | 34.8  | 30.2         | 28.7   | 29.5  | 31.1      | 36.0   | 33.5  | 25.5                      | 29.3   | 27.3  |
| Could not find a job                                         | 4.4      | 5.3    | 4.8   | 5.0          | 4.1    | 4.6   | 4.5       | 5.0    | 4.8   | 2.6                       | 2.8    | 2.7   |
| Get away from home                                           | 6.5      | 9.0    | 7.8   | 12.7         | 17.3   | 14.8  | 8.2       | 10.9   | 9.6   | 8.8                       | 11.0   | 9.9   |
| Get a better job                                             | 79.1     | 79.9   | 79.5  | 74.5         | 74.1   | 74.3  | 77.8      | 78.6   | 78.2  | 73.4                      | 73.8   | 73.6  |
| Gain general education                                       | 65.5     | 79.0   | 72.5  | 61.6         | 76.1   | 68.4  | 64.6      | 78.3   | 71.5  | 64.7                      | 78.6   | 71.4  |
| Improve reading/study skills                                 | 39.9     | 42.6   | 41.3  | 32.0         | 39.9   | 35.7  | 37.5      | 41.8   | 39.7  | 32.3                      | 38.2   | 35.2  |
| Nothing better to do                                         | 1.6      | 1.8    | 1.7   | 0.7          | 0.8    | 0.8   | 1.5       | 1.5    | 1.5   | 2.0                       | 1.6    | 1.8   |
| Become a more cultured person                                | 33.1     | 43.2   | 38.3  | 36.9         | 40.9   | 38.8  | 34.2      | 42.7   | 38.5  | 30.2                      | 42.3   | 36.0  |
| Make more money                                              | 73.9     | 69.3   | 71.5  | 74.8         | 65.7   | 70.6  | 74.3      | 68.4   | 71.3  | 64.6                      | 53.7   | 59.4  |
| Learn more about things                                      | 67.0     | 81.1   | 74.3  | 71.1         | 84.4   | 77.2  | 67.9      | 81.8   | 74.9  | 70.7                      | 81.8   | 76.1  |
| Meet new and interesting people                              | 55.3     | 73.9   | 65.0  | 62.9         | 72.4   | 67.2  | 57.0      | 73.4   | 65.3  | 54.9                      | 71.5   | 62.9  |
| Prepare for graduate school                                  | 46.5     | 48.1   | 47.4  | 49.5         | 50.4   | 49.9  | 47.3      | 48.7   | 48.0  | 50.5                      | 48.8   | 49.7  |

1. The reasons that USC entering freshmen noted as important in their decision to attend college were generally the same as the national norms. USC students, however, had a greater tendency to report "get a better job" and "make more money" as important reasons than was typical nationally.

2. Females consistently had a greater tendency than males to note the following reasons as important in deciding to go to college: to gain a general education, to become a more cultured person, to learn more about things, and to meet new and interesting people.
3. As would be expected, a larger percentage of USC out-of-state students (14.8%) felt that "getting away from home" was an important reason in their decision to go to college, as compared to in-state students (7.8%).

Table 7

A Comparison of Probable Major Fields of Study for  
USC Freshmen and University National Norms

| Probable Major Field<br>of Study    | In-State |        |       | Out-of-State |        |       | Total USC |        |       | University National Norms |        |       |
|-------------------------------------|----------|--------|-------|--------------|--------|-------|-----------|--------|-------|---------------------------|--------|-------|
|                                     | Male     | Female | Total | Male         | Female | Total | Male      | Female | Total | Male                      | Female | Total |
| Humanities and<br>Social Sciences   | 13.9     | 18.9   | 16.7  | 6.8          | 18.4   | 12.3  | 12.1      | 19.2   | 15.4  | 12.5                      | 21.3   | 16.8  |
| Science and Math                    | 10.9     | 6.3    | 8.5   | 13.4         | 7.6    | 10.5  | 12.1      | 6.7    | 9.1   | 15.3                      | 11.1   | 13.4  |
| Business                            | 27.8     | 21.1   | 24.2  | 36.9         | 22.7   | 30.1  | 30.1      | 21.2   | 25.6  | 21.9                      | 15.6   | 19.3  |
| Education                           | 0.3      | 9.3    | 5.1   | 0.4          | 6.8    | 3.4   | 0.4       | 8.7    | 4.6   | 1.0                       | 6.7    | 3.9   |
| Physical Education<br>or Recreation | 1.1      | 1.0    | 1.0   | 1.2          | 2.5    | 1.8   | 1.1       | 1.4    | 1.2   | 0.8                       | 1.4    | 1.1   |
| Engineering                         | 16.1     | 1.3    | 8.5   | 12.9         | 1.6    | 7.4   | 15.4      | 1.5    | 8.3   | 20.3                      | 3.7    | 10.0  |
| Nursing                             | 0.0      | 9.7    | 5.1   | 0.4          | 8.9    | 4.5   | 0.1       | 9.4    | 4.9   | 0.1                       | 7.0    | 3.4   |
| Pharmacy                            | 1.7      | 1.7    | 1.7   | 3.1          | 2.5    | 2.8   | 2.1       | 1.9    | 2.0   | 1.1                       | 1.3    | 1.2   |
| Journalism                          | 6.6      | 8.5    | 7.5   | 8.6          | 9.3    | 8.9   | 7.0       | 8.8    | 7.9   | 3.2                       | 4.9    | 4.1   |
| Law Enforcement                     | 3.3      | 1.7    | 2.5   | 1.6          | 1.3    | 1.4   | 2.9       | 1.7    | 2.3   | 0.7                       | 0.5    | 0.6   |
| Professional                        | 6.3      | 5.1    | 5.7   | 5.5          | 6.2    | 5.8   | 6.0       | 5.6    | 5.7   | 12.3                      | 16.2   | 14.2  |
| Technical                           | 2.0      | 1.2    | 1.6   | 0.4          | 0.8    | 0.6   | 1.6       | 1.1    | 1.4   | 1.5                       | 0.7    | 1.2   |
| Other                               | 0.7      | 0.9    | 1.0   | 1.6          | 1.7    | 1.6   | 1.0       | 1.1    | 1.0   | 3.9                       | 2.5    | 3.1   |
| Undecided                           | 9.0      | 12.9   | 11.0  | 7.5          | 9.3    | 8.3   | 8.7       | 12.0   | 10.4  | 4.3                       | 6.7    | 5.5   |

"Business includes: accounting, business administration, finance, marketing, management, and secretarial studies.

"Professional" includes: architecture-urban planning, home economics, health technology, library science, pre-dent, pre-med, pre-vet, and allied health sciences.

"Technical" includes: building trades, data processing-computer programming, drafting or design, electronics, and mechanics.

"Other" includes: agriculture, forestry, and military science.

1. Incoming freshmen at USC were consistently more likely to indicate Business as a probable major when compared to national norms. A very high percentage of students from out-of-state indicated Business as their probable major field of study (30.1%) compared to the national norm of 19.3%.
2. USC students were significantly less likely to indicate an interest in the "Professional" category than was typical nationally.
3. A greater percentage of USC students (10.4%) indicated that they were undecided as compared to the national norm of 5.5%.

Table 8

A Comparison of Current Religious Preference for  
USC Freshmen and University National Norms

| Current Religious<br>Preferences | In-State |        |       | Out-of-State |        |       | Total USC |        |       | University National Norms |        |       |
|----------------------------------|----------|--------|-------|--------------|--------|-------|-----------|--------|-------|---------------------------|--------|-------|
|                                  | Male     | Female | Total | Male         | Female | Total | Male      | Female | Total | Male                      | Female | Total |
| Protestant                       | 82.6     | 83.6   | 83.1  | 40.5         | 56.5   | 48.0  | 71.4      | 77.0   | 74.3  | 43.8                      | 46.5   | 45.0  |
| Catholic                         | 8.0      | 8.3    | 8.1   | 39.4         | 28.6   | 34.3  | 16.2      | 13.4   | 14.8  | 32.8                      | 34.1   | 32.7  |
| Jewish                           | 0.4      | 1.1    | 0.8   | 6.1          | 4.7    | 5.5   | 1.8       | 1.9    | 1.9   | 8.0                       | 7.3    | 7.7   |
| Other                            | 3.0      | 3.3    | 3.2   | 3.0          | 1.7    | 2.4   | 3.0       | 3.3    | 3.1   | 3.9                       | 3.9    | 4.0   |
| None                             | 6.1      | 3.4    | 4.7   | 10.7         | 8.5    | 9.7   | 7.5       | 4.5    | 6.0   | 11.5                      | 8.2    | 9.9   |

1. Nationally freshmen were more likely to be Protestant (45%) and less likely to be Catholic (32.7%). This trend is pronounced for USC entering freshmen (74.3% and 14.8%, respectively).
2. Entering freshmen at USC were less likely to be Jewish (1.9%) than was typical nationally (7.7%).
3. USC out-of-state students had religious preferences that were very similar to the national norms.
4. Males were consistently more likely than females to have no religious preference.

Table 9

## A Comparison of Political Orientation for USC Freshmen and University National Norms

| Political<br>Orientation | In-State |        |       | Out-of-State |        |       | Total USC |        |       | University National Norms |        |       |
|--------------------------|----------|--------|-------|--------------|--------|-------|-----------|--------|-------|---------------------------|--------|-------|
|                          | Male     | Female | Total | Male         | Female | Total | Male      | Female | Total | Male                      | Female | Total |
| Far left                 | 1.1      | 1.0    | 1.0   | 0.7          | 1.3    | 1.0   | 1.0       | 1.0    | 1.0   | 1.7                       | 0.9    | 1.3   |
| Liberal                  | 20.4     | 22.7   | 21.6  | 30.2         | 26.5   | 28.5  | 23.1      | 23.7   | 23.4  | 27.0                      | 26.3   | 26.7  |
| Middle-of-the road       | 53.3     | 61.4   | 57.5  | 46.9         | 62.0   | 53.8  | 51.7      | 61.4   | 56.6  | 49.8                      | 58.6   | 54.0  |
| Conservative             | 24.3     | 14.4   | 19.2  | 21.1         | 9.4    | 15.7  | 23.2      | 13.3   | 18.2  | 20.6                      | 13.9   | 17.4  |
| Far right                | 0.9      | 0.5    | 0.7   | 1.1          | 0.9    | 1.0   | 0.9       | 0.6    | 0.7   | 0.9                       | 0.3    | 0.6   |

1. Political orientations of USC freshmen were almost the same as university national norms.
2. USC out-of-state students tended to report "liberal" more frequently and "middle of the road" less frequently than USC students from within the state.
3. Females consistently had a greater tendency than males to describe their political orientation as "middle of the road."
4. Males consistently had a greater tendency than females to describe their political orientation as "conservative."

Table 10

## A Comparison of Future Estimations of USC Freshmen and University National Norms

| Students estimate chances are very good that they will | In-State |        |       | Out-of-State |        |       | Total USC |        |       | University National Norms |        |       |
|--------------------------------------------------------|----------|--------|-------|--------------|--------|-------|-----------|--------|-------|---------------------------|--------|-------|
|                                                        | Male     | Female | Total | Male         | Female | Total | Male      | Female | Total | Male                      | Female | Total |
| Change major field                                     | 14.5     | 18.8   | 16.7  | 11.2         | 12.9   | 12.0  | 13.8      | 17.4   | 15.6  | 14.7                      | 17.6   | 16.1  |
| Change career choice                                   | 11.2     | 16.9   | 14.1  | 7.5          | 12.7   | 10.5  | 10.5      | 16.2   | 13.4  | 13.8                      | 18.1   | 15.9  |
| Get a job to pay college expenses                      | 29.7     | 30.0   | 29.8  | 25.8         | 31.3   | 28.4  | 28.9      | 30.0   | 29.4  | 41.1                      | 44.5   | 42.8  |
| Live in a co-educational dorm                          | 12.7     | 19.7   | 16.3  | 24.7         | 23.1   | 24.0  | 15.9      | 20.4   | 18.2  | 38.9                      | 39.0   | 39.0  |
| Make at least a "B" average                            | 29.6     | 34.3   | 32.0  | 37.5         | 37.8   | 37.6  | 31.8      | 35.0   | 33.4  | 50.5                      | 48.2   | 49.4  |
| Seek vocational counseling                             | 3.3      | 4.9    | 4.1   | 4.2          | 3.8    | 4.0   | 3.4       | 4.6    | 4.0   | 6.5                       | 10.0   | 8.2   |
| Get a bachelor's degree                                | 67.8     | 67.2   | 67.5  | 72.9         | 73.6   | 73.3  | 69.2      | 68.9   | 69.0  | 73.5                      | 82.9   | 81.2  |
| Be satisfied with college                              | 54.2     | 68.7   | 61.7  | 51.1         | 58.8   | 54.8  | 53.4      | 66.3   | 59.9  | 55.8                      | 64.8   | 60.1  |
| Find a job in a preferred field                        | 65.9     | 71.3   | 68.7  | 70.3         | 74.3   | 72.2  | 66.9      | 71.8   | 69.4  | 68.7                      | 70.4   | 69.5  |
| Marry within a year after college                      | 14.2     | 18.5   | 16.5  | 12.1         | 18.3   | 15.0  | 13.8      | 18.2   | 16.0  | 12.9                      | 17.1   | 14.9  |

1. Incoming freshmen at USC were less likely to predict that they would get a job to pay college expenses (29.4%) than the national norm of 42.8%.
2. USC students were less likely to say that the chances were good that they would live in a coeducational dorm (18.2%) than the national norm (39.0%).
3. USC freshmen were less likely to say that they would probably make at least a "B" average, and less likely to predict that they would get a bachelor's degree than was typical nationally.

Table 11

A Comparison of Residence Planned During Fall Term of  
USC Freshmen and University National Norms

| Residence planned<br>during fall term | In-State |        |       | Out-of-State |        |       | Total USC |        |       | University National Norms |        |       |
|---------------------------------------|----------|--------|-------|--------------|--------|-------|-----------|--------|-------|---------------------------|--------|-------|
|                                       | Male     | Female | Total | Male         | Female | Total | Male      | Female | Total | Male                      | Female | Total |
| With parents or relatives             | 34.2     | 26.8   | 30.4  | 11.1         | 11.4   | 11.3  | 28.3      | 24.0   | 26.1  | 17.1                      | 13.7   | 15.5  |
| Other private home or apartment       | 19.1     | 7.3    | 13.0  | 37.9         | 12.3   | 25.8  | 23.9      | 8.6    | 16.1  | 3.4                       | 1.8    | 2.6   |
| College dormitory                     | 43.2     | 64.0   | 54.0  | 40.2         | 70.8   | 54.7  | 42.5      | 64.7   | 53.8  | 75.8                      | 81.9   | 78.8  |
| Fraternity or sorority house          | 0.8      | 0.1    | 0.4   | 2.3          | 0.0    | 1.2   | 1.1       | 0.1    | 0.6   | 1.7                       | 0.6    | 1.2   |
| Other campus housing                  | 1.6      | 1.3    | 1.4   | 4.2          | 3.8    | 4.0   | 2.2       | 1.8    | 2.0   | 1.5                       | 1.7    | 1.6   |
| Other                                 | 1.2      | 0.5    | 0.8   | 4.2          | 1.7    | 3.0   | 1.9       | 0.7    | 1.3   | 0.3                       | 0.3    | 0.3   |

1. USC freshmen were more likely to reside with parents or relatives (26.1%) than was typical nationally (15.5%).
2. USC freshmen (53.8%) were less likely to plan to live in a college dormitory than the national norm of 78.8%. They were more likely to live in a private home or apartment (16.1%) than the national norm of 2.6%.
3. Almost the same percentage of in-state freshmen (54.0%) planned to live in a college dormitory as did out-of-state (54.7%).
4. Females consistently had a greater tendency than males to indicate that they were planning to live in a college dorm. Males consistently had a greater tendency than females to plan to live in a private home or apartment.

Table 13

A Comparison of the Number of Other Colleges Applied to by  
USC Freshmen and University National Norms

| Number of other<br>colleges applied<br>to for admission<br>this year | In-State |        |       | Out-of-State |        |       | Total USC |        |       | University National Norms |        |       |
|----------------------------------------------------------------------|----------|--------|-------|--------------|--------|-------|-----------|--------|-------|---------------------------|--------|-------|
|                                                                      | Male     | Female | Total | Male         | Female | Total | Male      | Female | Total | Male                      | Female | Total |
| None                                                                 | 51.6     | 51.5   | 51.6  | 19.6         | 28.6   | 23.7  | 42.7      | 46.4   | 44.6  | 32.4                      | 33.4   | 32.9  |
| One                                                                  | 20.7     | 21.8   | 21.3  | 15.6         | 21.4   | 18.3  | 19.3      | 21.6   | 20.5  | 15.9                      | 18.4   | 17.1  |
| Two                                                                  | 13.7     | 16.7   | 15.3  | 19.9         | 19.7   | 19.8  | 15.6      | 17.4   | 16.5  | 17.0                      | 17.9   | 17.5  |
| Three                                                                | 10.6     | 7.4    | 8.9   | 17.8         | 11.3   | 14.8  | 12.7      | 8.4    | 10.5  | 14.8                      | 13.7   | 14.3  |
| Four                                                                 | 1.6      | 1.9    | 1.7   | 12.7         | 8.8    | 10.9  | 4.5       | 3.5    | 4.0   | 8.0                       | 7.2    | 7.6   |
| Five                                                                 | 0.9      | 0.4    | 0.6   | 8.0          | 5.0    | 6.6   | 2.8       | 1.4    | 2.1   | 5.5                       | 4.5    | 5.0   |
| Six or more                                                          | 0.9      | 0.2    | 0.6   | 6.5          | 5.0    | 5.8   | 2.5       | 1.3    | 1.9   | 6.3                       | 4.8    | 5.6   |

1. A greater percentage of freshmen at USC (44.6%) had not applied for admission to any other college or university, compared to the national norm of 32.9%.
2. Out-of-state students were more likely to have applied for admission to two or more institutions other than USC when compared with USC freshmen from within the state.

### SUMMARY

Profile--The average entering freshman at USC for Fall, 1978 was:

1. 18 years old (76.9%)
2. a white/caucasian (86.7%)
3. a "B" student in high school (60.9%)
4. in the top quarter of high school graduating class (47.6%)
5. planning to achieve a bachelor's or master's degree (69.8%)
6. likely to have decided to go to college in order to get a better job (78.2%)
7. planning on majoring in Business (25.6%)
8. a Protestant (74.3%)
9. "middle of the road" politically (56.6%)
10. planning to reside in a college dormitory (53.8%)
11. probably from a family with an annual income between \$15,00 and \$25,000 (28.5%)
12. likely to have applied for admission only to the University of South Carolina (44.6%)

Profile--USC entering freshmen, compared with entering freshmen nationally were:

1. somewhat less likely to be 18, and more likely to be 17 or 19 years of age
2. more likely to be Black
3. less likely to have achieved above a "B" average in high school
4. less likely to have been in the top quarter of their graduating class in high school
5. generally less likely to seek advanced degrees
6. more likely to note "make more money" as an important reason in deciding to go to college
7. more likely to want to major in Business, and more likely to be undecided on a choice of major
8. more likely to be Protestant and less likely to be Catholic
9. less likely to predict that they will have to get a job to pay college expenses
10. less likely to live in a college dormitory
11. more likely to have applied for admission only to their present university

Table 12

A Comparison of Estimated Parental Income of  
USC Freshmen and University National Norms

| Estimated parental<br>income | In-State |        |       | Out-of-State |        |       | Total USC |        |       | University National Norms |        |       |
|------------------------------|----------|--------|-------|--------------|--------|-------|-----------|--------|-------|---------------------------|--------|-------|
|                              | Male     | Female | Total | Male         | Female | Total | Male      | Female | Total | Male                      | Female | Total |
| Less than \$6,000            | 4.6      | 8.9    | 6.8   | 1.2          | 3.7    | 2.2   | 5.8       | 7.7    | 5.6   | 3.8                       | 4.9    | 4.3   |
| \$6,000 - \$9,999            | 7.0      | 8.0    | 7.5   | 2.3          | 3.7    | 2.9   | 5.7       | 7.0    | 6.3   | 4.9                       | 5.7    | 5.3   |
| \$10,000 - \$14,999          | 17.6     | 19.3   | 18.5  | 9.1          | 12.6   | 10.7  | 15.5      | 17.8   | 16.6  | 12.8                      | 14.0   | 13.3  |
| \$15,000 - \$24,999          | 30.2     | 29.2   | 29.7  | 25.5         | 22.3   | 24.0  | 29.2      | 27.8   | 28.5  | 31.2                      | 28.9   | 30.1  |
| \$25,000 - \$34,999          | 20.5     | 17.0   | 18.8  | 22.4         | 21.4   | 21.9  | 20.9      | 18.2   | 19.6  | 21.8                      | 21.9   | 21.8  |
| \$35,000 - \$49,999          | 12.2     | 10.5   | 11.3  | 17.9         | 18.6   | 18.2  | 13.5      | 12.2   | 12.9  | 13.0                      | 13.2   | 13.1  |
| \$50,000 or more             | 7.9      | 6.9    | 7.4   | 21.7         | 17.7   | 19.9  | 11.3      | 9.3    | 10.3  | 12.5                      | 11.4   | 12.0  |

1. The estimated parental income of total USC entering freshmen were very similar to the national norms.
2. USC freshmen from within the state were more likely to estimate parental income of less than \$25,000 than out-of-state students, and less likely to estimate parental income of more than \$25,000.
3. Freshmen females had a greater tendency than males to estimate a parental income of less than \$15,000.